and strong list," he adds.

With all this seeming attention to list planning, why do so many consumers have stories to tell about being on the receiving end of inappropriate mailings? Those in the business don't seem overly concerned by this issue and tend to view it more as "rare exception" than common occurrence.

Speaking from a broker's perspective, Mr. Oldstein says, "If a piece of mail is supposed to go to 'new mothers' and it goes to single people, the mailer will be furious! Remember, the mailer has a stake in finding the proper audience. The mailer would be out on the street corner selling apples if he sent pieces to the wrong audience. And the consumer wouldn't get mail from that company any more because it would be out of business."

But, misdirected mail is a reality, Mr. Oldstein admits. Sometimes, he says, consumers are to blame.

"For example," he says, "somebody wants to give a donation to Ronald Reagan so they send in a letter and call the donor 'Sam' something or other. That's their dog's name. Well, another company buys the fundraiser's list and sends out a 'Dear Sam' letter and it goes on and on. Each piece of mail costs about 45¢ to print and mail, so nobody in this business wants to mail to the wrong person."

"If a piece of mail is supposed to go to 'new mothers' and it goes to single people, the mailer will be furious."

Occasionally, a name will go astray or a mailer will send to the wrong prospect, agrees Ralph Stevens of the ML/USA. "But, it's no more than a couple per cent of the time," he claims. "The more generic the product the mailer is trying to sell, the more chance there is that it will go to a broad—and possibly wrong—audience," he says.

There are usually some pretty specific reasons why mail goes to the wrong person, Ms. Cinamon says.

"A mailer, for example, will know that 90% of a particular list includes married couples, so they address the piece to 'Mr. and Mrs.,' taking the chance that a small percentage will not be married. Then, they hear from a fellow who calls and says, 'I'm not married and never went to be married—I'm gay.'"

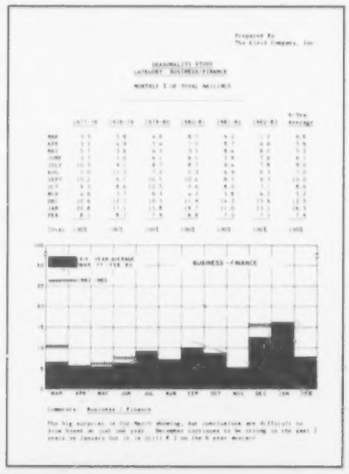
The other way the public gets misdirected mail, she says, is when consumers fail to try to correct mislabeled mail. For example, she says, "We'll hear from a woman who says, 'Don't you know my husband is dead?' But what happens is the woman leaves his name in the telephone directory because she's afraid to live alone or she still contributes to his college alumni association, in his name, because she doesn't want to stop receiving the newsletter or magazine they send. The computer doesn't know this man is dead."

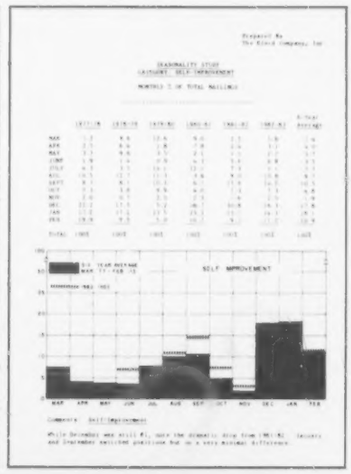
Waste, she contends, is truly the exception. "The other reality is that some lists are just cleaner than others," she says.

The Popcorn Factory, a Lake Forest, Ill., mailer that sends out 3 million to 5 million catalogs every year, hears from a few people who want to be dropped from its lists, says Nancy Hensel, general manager, but she adds, "We've never had hate letters from people who despise popcorn or anything like that. If

(Continued on Page M-38)

Kleid Co. has put its databank to work figuring seasonal trends in direct mail, including studying consumers interested in self-improvement and business/finance.





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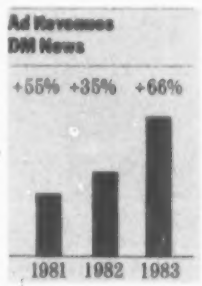

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Lists

(Continued from Page M-35)

someone asks to get off our mailing list, we clean their name out of our file."

The Chef's Catalog, a Northbrook, Ill., mail-order catalog operation selling professional restaurant equipment for the home chef, never has had any complaints from consumers about receiving a catalog, says Marshall Marcovitz, president.

"If people are interested, they will order. If they're not, they won't order or call to complain," he says. The Chef's Catalog goes out to 5 million cooks every year.

Mailers and brokers alike agree that careful selection is the key to effective mailings. By selecting the right list of direct response names, an offer can be mailed to people who have by some action revealed an associated interest, says Rose Harper, president of Kleid Co., a leading New York list broker.

"Today, we have to supplement our demographics with something more—life style," she explains.

"We need to have a much clearer picture of who our customer is. We go about getting this information by using techniques that will zero in on the who, what, where, when, why and how of our markets and target our mailings accordingly," says Ms. Harper, who has been using a computerized databank to help get at the answers.

Kleid even has put its databank to work to figure out the seasonal trends in direct mail and, for instance, what month or season consumers interested in self-improvement or business/finance are most likely to buy by mail.

"For example, to sell toys, the lists selected should reveal the presence of children in the family because these response names have bought juvenile books, publications and/or 'parent' products. Lacking the presence of children in the home, a mailer might luck out one in 15 or 20 tries—and that's expensive. Today's typical mailing represents an investment of about, on average, $275 per thousand names. On a test of 5,000 names, that is $1,375," Ms. Harper says.

The cost of buying a rental list averages about $30 to $40 per 1,000 names, but the price can climb up to $125 per 1,000 names for those hard-to-get, likely-to-buy prospects. The mailer pays for the costs of mailing, but the list owner actually pays the list broker 20% commission on the transaction, which helps explain why it's profitable for brokers and managers to recycle lists to various mailers.

There is even evidence today that companies are starting to count on the income that is generated from renting lists.

Says Don Rappaport, chairman of the American List Counsel, a Princeton, N.J., company, "When I started in this business several years ago, list rentals were found income; now it's part of the operating income for many companies."

"In this world, nothing is perfect, so you try to reach as many as you can and try to use the best lists."

There is also an increasing interest in mailing lists on the part of advertising agencies, sources say. But while Mr. Rappaport sees shift in emphasis "from creating the package to who it is reaching," he doesn't think "ad agencies use list brokers and the selection process enough."

Agencies almost are being forced to use mailing lists as a form of media for their clients, Mr. Oldstein says. "They are using lists because their accounts are asking, 'What about direct mail?' "

But part of the reason for not depending on mailing lists is because the good lists are overused, counters Phil May, vp-general manager at Cramer-Krasselt/Direct in Chicago. But he concedes: "In this world, nothing is perfect, so you try to reach as many as you can and try to use the best lists."

The biggest problem for direct marketing agencies that want to use business-to-business lists is that they are just not accurate, contends Gail Chrystal, president of the Chrystal Direct Marketing Group in Arlington Heights, Ill.

"If I had a 'wish list,' I'd wish business lists could be more ac-

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curate and I would be the one to figure out how to do that," she says. "Business lists just are not as segmentable as consumer lists and the information tends to be wrong, what with the high rate of companies going out of business.

"There is a high rate of mail that gets returned or is undeliverable," says Ms. Chrystal.

According to Ms. Cinamon: "You have to calculate in the undeliverable rate. I recommend taking 15% right off the top in a mailing and basing the response rate on 85%. It's also important to look at the product that is being promoted geographically. Lists have to be tested for representative states."

While mailing lists may not be the panacea brokers might like to think, they *are* being used more and more by advertising agencies.

Ms. Chrystal says she uses "a list broker because it takes a lot of work to get the right list and it doesn't cost me any more than if I went directly to the list owner. I may know the top 10 lists," she says, "but I need someone to tell me which ones will work and take responsibility for that decision."

One large area of growth for mailing lists has been with telemarketing companies, which can find out "within an hour's time" just how good a mailing list really is, says Eugene Kordahl, president of the American Telemarketing Assn. and president of National Telemarketing, Randolph, N.J.

"We interact and talk with lists. Our lists tend to be better than nontelephone lists because they are current and accurate."

"We interact and talk with lists," he says, explaining that telemarketers have a dialog with a list, while mailers are engaged in a monolog. "Our lists tend to be better than nontelephone lists because they are current and accurate," Mr. Kordahl says.

The industry is growing at a break-neck speed, which is why the Mailing List Users & Suppliers Assn. formed in September, 1983. "Our members are people who use mailing lists to earn their livelihood," says Mr. Stevens, chairman of the 75-member association.

One of the first items the association discussed at an early meeting was the issue of the Internal Revenue Service's use of mailing lists to "flush out individuals who are not paying their taxes," Mr. Stevens says.

Although a formal stand hasn't been taken by the group, it is clear that the ML/USA believes it is wrong for lists compiled for marketing, fundraising or other commercial purposes to be used by the government or law enforcement agencies as tools of coercion or compliance.

"The Privacy Protection Study Commission of 1975 concluded that the mailing list industry is in the business of supplying audiences rather than information on individuals. We believe that using lists to obtain information on specific individuals is clearly in conflict with the safeguards espoused by the U.S. Constitution and is a violation of privacy," Mr. Stevens says.

"We are not policemen; nor are we moral guardians. However we feel that the list industry and the entire direct mail business will be the ultimate victims unless we assume responsibility for the people whose names we rent," Mr. Stevens says.

Besides the IRS issue, the association also plans to tackle other issues that it considers important, including a mailing list legislative watch, the formation of suggested standards and keeping on top of legal issues. Security is another major concern for mail list users and suppliers, says Mr. Rappaport of American List Council.

Because 99% of list rentals are for one-time use only, list owners and managers take extra precautions to ensure that mailing lists are not stolen.

Most list brokers or managers will seed decoy names in a list and have an employe who tracks those "seeds" to make sure no one is stealing a list or using it more than the one-time rental agreement authorizes, Mr. Rappaport says.

"For many companies, the mailing list is its most valuable asset."

Direct mail volume (pieces)

In 1983, there was a 10.7% increase in the volume of direct mail sent. In 1982, 40.4 billion pieces were mailed. In 1983, that number rose to 44.7 billion pieces.

Categories

When you break down the direct mail volume by categories, you find that 11.5% of that was first class mail generated by direct marketing. Not surprisingly, 3rd class mail comprised 68%, with 30.4 billion pieces. And non-profit generated 20.4% of the total.

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Goals

(Continued from Page M-10)

"With all the talk about telemarketing," Mr. Kaden says, "it would seem that the use of telemarketing to produce additional sales would be a major opportunity." But the 28% that felt telemarketing will be extremely important in the next 12 months belied the results he expected.

It's the business marketers and executives in financial fields who plan a greater use of telemarketing, the survey indicates. The catalog people see less value in telemarketing in the coming 12 months than the industry as a whole. Mr. Kaden surmises that "apparently, the more limited the market, the more marketers see an opportunity for telemarketing to make an impact.

"There seems little doubt," he continues, "that the use of advanced computer technology for database management is viewed by the industry as either an extremely or very important factor in 1984. If this trend holds, there is going to be tremendous competition for good computer people, and finding qualified people to assist in the database management field is going to be a problem for us as an industry."

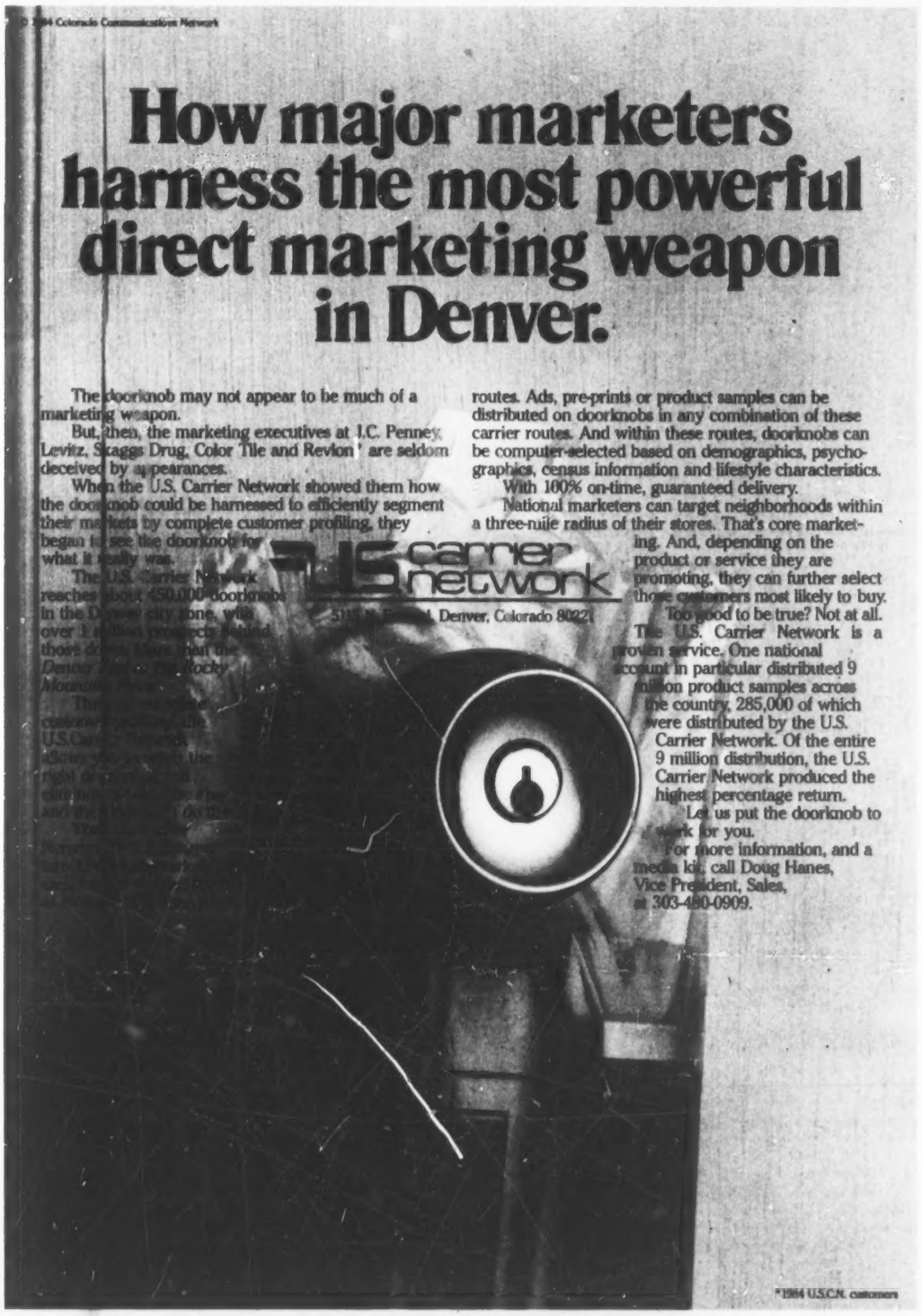
Among other key findings:

- Only 1% believe teletext will be of extreme importance in the next 12 months, and only 3% view electronic mail that way.
- Only 4% are planning to emphasize in-house direct marketing programs to train new talent, a finding Mr. Kaden finds discouraging. And only a small percentage are looking to direct marketing courses at colleges to provide better talent.
- Getting a greater share of business from retail is seen as an extremely important opportunity *only* in the catalog business.

"The more limited the market, the more marketers see an opportunity for telemarketing to make an impact."

Comments Mr. Kaden, "I wonder as a group if we're not underestimating retail as a competitive factor, particularly in the latter part of the 1980s as an industry matures."

- Postage costs are a key worry for about 56% of respondents. Costs in general in such areas as printing and paper, as well as mailing efficiencies and better delivery systems are concerns.
- Strategic planning rated as of extreme importance to 42%, a finding Mr. Kaden thinks is very interesting. "We seem to be saying that as we grow more and more sophisticated and more mature, let's act more like sophisticated marketers."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Creativity

(Continued from Page M-11)

rect marketing.

And there may be something symbolic in the fact that the first writer to win the award—Mr. Kilpatrick—represents a bridge from the free-wheeling days of Caples and Sackheim to the modern era.

Mr. Kilpatrick, who was going to be "an honest-to-God legitimate writer," wound up starting his career at a small Chicago mail order agency after deciding he didn't want to "spend a lifetime being poor but proud."

After moving on to Calhoun's Collectors Society in Minneapolis, he hit the big time—Bozell & Jacobs in Minneapolis. It was there that Mr. Kilpatrick teamed with art director Julie Vanatta for a direct mail campaign on behalf of Rise Inc., a Minneapolis company employing handicapped employes for its bindery work. This was the campaign that would win the Sackheim Award.

"That was really one person addressing another person . . . which we can do in direct marketing because it's so personal a medium."

Like general advertising, the Rise campaign started out with an eye-catching headline—in this case a sticker affixed to a manila envelope that says: *"Some say the handicapped do as good a job as anyone. Nonsense."*

A letter and brochure inside are wrapped in a binder that carries the promise: *"When it comes to bindery work, the handicapped can do it better . . . and save you money."*

The brochure is a booklet done by Rise, showing examples of Rise's capability. Pages contain, among other things, labels, drilled holes, hand-folded corners, saddle stitching and glued attachments.

Mr. Kilpatrick's letter, carrying the signature of Rise's marketing vp, adopts the executive's persona in tackling the issue of using handicapped employes.

Dear Friend:

At Rise, my loftiest ambition is to make you forget who we are.

That may sound like a rather strange statement coming from a vice president of marketing. But maybe this story will explain what I mean.

A while back I was taking one of our long-standing clients—the operations manager for a major Twin Cities corporation—on a tour of Rise's facilities. (It was the same tour, in fact, that I'd

like to take you on.) I walked him through the assembly area, where we'd handled numerous jobs that were beyond the capacity of his own staff.

We passed by the packaging division, where we'd saved the day more than once by tackling rush jobs on impossibly short notice.

Finally we paused in the bindery area, where we'd done things with paper that other binderies had said couldn't be done.

When the tour was over, he had only one comment. "It's kind of funny, Rick—but after all the jobs you've done for us, I'd totally forgotten that you work with the handicapped."

Of the 105 people who received the mailing, 10 responded. Six eventually hired Rise.

Emily Soell, president of Rapp & Collins in New York and one of the judges of the Caples awards, says the Rise campaign is an example of how creativity can make a difference in direct advertising.

"It was pure creativity to me," she says. "It was the words that did the trick. Because it wasn't a big fancy thing. The power of words work tremendously. And that was really one person addressing another person in the most meaningful way, which we can do in direct marketing because it's so personal a medium."

Of course, no one is denying

As a wider variety of major corporations begin to use direct marketing, it is becoming more than just a tool for instant response.

that this new push for "creativity" will ever replace the old standbys—the starbursts, the You-may-already-be-a-winner, words like "Free!" and "Now!"

But as a wider variety of major corporations begin to use direct marketing, the medium is becoming more than just a tool for instant response. Says Ms. Soell: "When Chase Manhattan banks come to us with a project, they might say, 'We would like it to work, but if you have to make us look shlocky and project an image that we can't buy, we'd rather that it didn't work quite so well.' "

Still, there are plenty of professionals who believe that the medium has a long, long way to go. Says Tom Owens, the chairman of the judging committee for the Caples Awards: "I see islands of creativity but there's no mainstream movement [toward creativity] that I can see."

Mr. Owens, who is creative director of Publishers Clearing House, says: "I don't see any indication that creativity is taking over as a major force. You look at a DMA (Direct Marketing Assn.) meeting. If anybody gets up to speak about creativity, no matter how erudite the presentation, the first question that's always asked is, 'How do you get people to open your envelopes?' "

Still, appeals to basic instincts

"Ultimately, the superior creative product cuts through the advertising clutter, whether it's direct response or general advertising."

notwithstanding, advocates of the craft contend that the sudden legitimacy of direct response advertising, coupled with the eroding borders between direct response and general advertising, have wrought dramatic change.

"The major improvement in direct marketing has come largely from the fact that what was once perceived as a business of technology and techniques has come back to what it really is: A business of, like all advertising, creativity," says Jerry Reitman, the president of Scali, McCabe, Sloves Direct Response.

"It's ultimately the superior creative product which cuts through the advertising clutter, whether it's direct response or general advertising," he says.

If anyone doubts the improved image of the medium, he need only observe the frenzy with which general agencies are getting into the action. Grey Advertising, for example, set up its Grey Direct Response unit four years ago with two people. Now there are 90, and billings of nearly $40 million. Ray Beauchamp, the creative director of the division, is among those who believe that the big agencies will elevate creativity.

"In the next couple of years I think you'll see a whole lot of breakthroughs in direct response because the field is getting filled up and the only way there's going to be a difference between direct response agencies is in creativity," says Mr. Beauchamp.

Mr. Kilpatrick is more outspoken: "The people who have been attracted to the field have for the most part been hacks. You either had the marketing people writing the ads and doing the layout because 'Anybody can do direct response advertising,' or there were writers and art directors who have not been good enough to do—quote—real advertising. We're just getting to the point where some of the most talented people are getting into the field."

Mr. Kilpatrick traces much of his own growth to his move to Bozell & Jacobs, where, he says, "I was exposed on a daily basis to some superb creative work. I realized that there wasn't a need for it to be shlocky—that the same people who could be influenced by brilliant creative work in broadcast or print advertising could be influenced by direct marketing advertising. I realized that it's no different just because there's a coupon at the end of an ad. Humans are humans and it's the same motivational button that needs to be pushed."

A mailing done recently by Mr. Kilpatrick and art director Nancy Rice at Fallon McElligott is an example of direct advertising that differs little from general print advertising.

The headline, over a pair of doors labeled "Morgue," says: "Announcing a startling new way to detect cystic fibrosis by routine examination. Instead of by autopsy." Where the piece did differ from print advertising is that it arrived in an unmarked black envelope that was nearly two feet high. And, of course, there was a coupon for those who wanted to attend a seminar introducing the product. That coupon got a response rate of 30%.

But not everyone believes the principles of general advertising enhance the art of direct response. Many direct response advertising veterans feel their craft is doing the positive influencing.

Mr. Caples himself, for 50 years a BBDO vp, says: "The big agencies gradually made a discovery: With direct response you can learn a lot of principles of advertising that can be applied to general advertising."

Indeed, Andi Emerson, one of the founders of the Direct Marketing Creative Guild, says the increasing role of the big agencies necessitated the guild. "It was my perceived need and that of hundreds of other people to help free the direct marketer from the encroaching sameness being superimposed on us by the advent of the general agency into the direct response business," she says.

Ms. Emerson and other veterans of direct response are wary of general advertising's soft sell approach—an approach they see creeping into direct response. Direct marketing people talk of the joy of measurement. Real talent, they'll tell you, is a 15% response rate.

"There's only one way to keep score," says Herschell Gordon Lewis, a direct advertising veteran who writes direct response copy in his Fort Lauderdale home.

"In other areas you can survive without the talent to force communication. But there's no court of appeal here. Your product either sold or it didn't," he says.

Mr. Lewis was one of those general advertising types him-

(Continued on Page M-66)

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The agencies

Based on estimated U.S. gross billings

Agency	Billings (in $ millions) 1983	1982
Wunderman, Ricotta & Kline	$124.2	$114.8
Ogilvy & Mather Direct Response	95.0	68.0
The Direct Marketing Group	65.7	53.3
Stone & Adler	55.8	53.1
Rapp & Collins	50.2	36.7
Kobs & Brady Advertising	44.3	25.8
Chapman Direct Marketing	41.5	32.0
Direct Marketing Agency	40.0	37.0
Grey Direct	39.6	21.7
Smith/Hemmings/Gosden	37.7	26.9
Soskin/Thompson Associates	36.6	25.7
Ayer Direct	29.0	24.8
The DR Group	25.5	20.0
MARCOA Direct Advertising	24.6	20.0
The Frank Vos Co.	22.3	21.8
Barry Blau & Partners	21.4	18.8
BBDO Direct	21.0	15.0
Compton Direct Marketing (Fairfax)	19.0	18.0
B&B Direct	18.8	17.2
McCaffrey and McCall Direct Marketing	10.0	5.0
FCB/Direct Marketing	6.7	2.9
Clark Direct	4.0	2.7
DFS Direct	3.7	—
Muldoon Direct	3.2	—
Ketchum Direct	15.0	12.0
Scali, McCabe, Sloves Direct Response	11.0	—
Cramer-Krasselt/Direct	6.8	3.9
WOL Advertising Associates	4.8	4.1

Source: DMA research department

Note: This list represents only those agencies who responded to a DMA request, made in 1984, for their full-year 1982 and 1983 billings. All figures were supplied by the individual agencies, which were asked to include only space and broadcast billings, billings for materials and services provided by organizations outside the agency, and capitalized agency fees.

Creativity

(Continued from Page M-65)

self once. He did a lot of broadcast work in Chicago. But then his biggest account went belly up and he opened up a little shop in suburban Highland Park and picked up his first direct business. The account was collector's plates.

"I didn't know what a collector's plate was," Mr. Lewis recalls, "but I trooped out to the company and wrote the copy and I got paid! I said, 'How long has this been going on?' "

That was 1974. Now, says Mr. Lewis, "I'm sitting here at my word processor, looking at my pool and spa, and I can't imagine doing anything else."

Mr. Lewis' success, like that of many old-school practitioners, rests on many of the traditional rules of direct response advertising. "Fear, exclusivity, guilt and greed," he says. "Those are the great motivators in direct response advertising."

But like Mr. Caples before him, he has the ability to assume the role, paint the scene, and sell the product—all at once. His brochure for Calhoun's "exclusive Theatre des Saisons" collectors plates—only 5,000 sets of the four plates were made—was written over the signature of porcelain manufacturer Frederick Haviland:

I shall tell you the story of the artist Bracquemond and how he came to paint the "Theatre of the Seasons"—four works of art representing Printemps (Spring), Ete (Summer) Automne (Autumn), and Hiver (Winter).

I shall tell you why only five thousand of each will be produced, and no more; and why, when those five thousand Haviland plates have been made, Felix Bracquemond's original art once again will be placed within the walls of the Haviland Museum and not again removed.

And I shall tell you why, in a lifetime that has spanned more than four-score years, for the first time I personally am adding my signature as an actual part of the backstamp of a limited edition porcelain plate, and why I shall not do so again.

The plates quickly sold out, at $100 apiece.

For the creative writer, the charm of a direct mailing is its length. "There are a lot of writers in general advertising who are brilliant creative thinkers but they view the body copy as something you throw out," says Mr. Kilpatrick. "But we've got to cover every base. We have to try to anticipate every question."

The narrative form favored by many direct response writers is as old as advertising, but as the medium evolves a shocking new technique is popping up: Humor.

"A lot of writers in general advertising, who are brilliant creative thinkers, view the body copy as something you throw out."

It's a technique that the pioneers frowned upon. In his book *How to Make Your Advertising Make Money*, Mr. Caples warns: "Avoid humor. What is funny to one person is not funny to millions of others. Copy should sell—not just entertain. Remember, there is not one funny line in the two most influential books ever written—the Bible and the Sears, Roebuck catalog."

Mr. Caples might not approve of a mailing recently done by Rapp & Collins for Chase Manhattan Bank.

It's a pamphlet with the headline: "Chase knows what you've been waiting for." The pamphlet, folded like an accordion, gets bigger and bigger as its unfolded. Finally you see a whimsical picture of a man gliding past one of those long ropes that banks use to herd in the customers. There's no one else in line.

Even direct mail advertising, it seems, can be fun.

Coming

Magazine, which next appears Thursday, April 26, when ADVERTISING AGE begins publishing twice weekly, will regularly be a part of the midweek edition. The special report will focus on the Business Press.

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Ad pages in farm publications for 3 months, 1984-83

First-quarter figures for U.S. and Canadian publications reporting to Advertising Age

	Pages Jan.-Mar. 1984	Jan.-Mar. 1983
Canadian		
Country Guide		
Eastern Edition B	147.5	142.0
National Edition B	290.8	268.5
Western Edition B	185.7	174.4
Le Bulletin des Agriculteurs	238.1	208.2
Total Group	**862.1**	**793.1**
% change	**+8.7%**	
Dairy & livestock		
Beef Magazine A	222.2	230.3
Beefweek B	172.7	120.3
The Cattleman	353.0	367.9
Dairy Herd Management	147.9	175.7
Drovers Journal (52X) A	416.3	265.0
Farm Progress Hog Producer	26.8	37.4
Feedlot Management	72.8	81.5
Florida Cattleman	237.2	222.0
Hoards Dairyman (23X) A	255.9	259.7
Hog Farm Management	120.1	154.4
National Hog Farmer	237.0	273.4
Pig American	68.4	76.4
Southern Beef Producer (8X)	42.3	27.5
Southern Hog Producer (6X) B	10.8	11.0
Sunbelt Dairyman (6X)	10.5	9.3
Dairy	100.1	93.8
Western Livestock Journal Weekly		
Central Edition	4 3.0	119.7
Western Edition	1u6.3	115.3
Western Livestock Reporter/-Montwyo News (52X)	—	—
Total Group	**2,715.3**	**2,640.6**
% change	**+2.8%**	
Fruit & vegetable		
American Fruit Grower	165.7	154.7
American Vegetable Grower	126.0	129.6
Citrus & Vegetable	153.7	124.8
The Citrus Industry	121.2	9. 8
The Grower	114.9	70.4
Total Group	**681.5**	**577.3**
% change	**+18.0%**	
General farm publications		
American Agriculturist	135.7	114.0
California Farmer (21X) A	231.5	259.0
Farm Futures A	131.5	126.8
Farm Industry News (10X)	2 6.6	146.6
Farm Journal (14X)	333.9	300.8
Florida Grower & Rancher	49.7	60.1
Farmer-Stockman Unit		
Oklahoma Farmer-Stockman	43.2	39.9
Texas Farmer-Stockman	43.4	37.8
Harvest Publishing Unit		
Kansas Farmer (21X)	272.6	255.0
Michigan Farmer (21X)	217.3	247.9
Missouri Ruralist (21X)	275.4	302.6
Ohio Farmer (21X)	295.4	361.1
Pennsylvania Farmer (21X)	217.5	243.8
High Plains Journal		
Eastern Kansas (52X)	602.3	597.1
Colorado	573.5	562.7
Nebraska	578.0	548.3
Oklahoma/Texas	587.9	583.8
Western Kansas	633.4	628.8
Irrigation Age (10X) A	100.1	62.3
Kentucky Farmer	110.8	110.8
Lancaster Farming (52X)	1,440.8	1,379.0
Midwest Farm Paper Unit (24X)		
The Farmer	445.5	478.6
Nebraska Farmer	536.0	530.2
Prarie Farmer A	436.5	468.7
Indiana Edition	424.6	443.2
Wallaces Farmer (24X) A	448.3	474.6
Wisconsin Agriculturist (24X)	351.9	349.1
Pecan South (6X)	32.0	32.0
Progressive Farmer A	248.6	233.0
Specialized Agricultural Publications		
Flue Cured Tobacco Farmer	64.9	81.3
Peanut Farmer (8X)	42.7	45.0
Successful Farming A	302.5	294.8
Tennessee Farmer	59.5	62.2
Wyoming Stockman-Farmer	83.0	88.3
Western Unit Farm Magazines		
Arizona Farmer-Ranchman	64.3	77.3
Colorado Rancher & Farmer	181.9	148.9
Northwest Unit Farm Magazines (24X)		
Idaho Farmer-Stockman	238.9	258.1
Montana Farmer-Stockman	340.7	320.6
Oregon Farmer Stockman	179.8	192.1
Utah Farmer-Stockman	154.0	174.6
Washington Farmer Stockman	189.1	200.2
Total Group	**11,804.4**	**11,921.4**
% change	**−0.9%**	
Poultry		
Broiler Industry	144.8	153.3
Poultry Digest	43.6	56.0
Poultry Tribune	79.2	83.9
Poultry Times C	105.7	151.4
Poultry & Egg Mktg	51.0	56.0
Total Group	**424.3**	**500.6**
% change	**−15.2%**	

(X) Represents the number of times published each year; publications are monthly unless otherwise specified. A. Sectional linage included but prorated to circulation of regional editions. B. 1983 figures are comprised of a combination of 30-in. and 80-in. pages; 1984 figures are comprised of only 30-in. pages. C. 1983 figure reflects four regional editions; 1984 reflects national edition and two regional inserts.

Farmers reaping benefits of high tech

By WENDY KIMBRELL

The trappings of high technology—computers, telemarketing and the worship of efficiency—may be the farm lore of the rest of the century.

Speakers brought home that message at the recent National Agri-Marketing Conference in Kansas City. The farm and farm suppliers of the future, they said, will have to depend on the culture of technology to better market their products.

Don Edson, vp-administration, Federal Intermediate Credit Bank, Wichita, Kan., said that farmers will begin to need more knowledge of computers and technology.

As commercial farmers become more efficient in management practices, they will look to outside groups and organizations for assistance.

"Many people are hoping for a return to 'the good old days' when farming was a way of life," Mr. Edson told the conference's 500 attendees, "but the future doesn't seem to hold this kind of agriculture in its crystal ball."

One development of technology, telemarketing, already is beginning to make a distinguished name for itself in the farm industry.

Paul Brower, vp-communications at Gold Kist, a farm supplies marketer based in Atlanta, said telemarketing, as well as direct marketing, are vital because the role of mass media for agrimarketers is changing.

Twenty years ago, he said, there were 10 million farms in the U.S. Today, there are 2.43 million.

Forty per cent of those farms provide 70% of the nation's produce by dollar value, and it is that 40% to which marketers gear their advertising. Both telemarketing and direct marketing efficiently can target this group.

Roger Bullet, director of sales at Hesston Corp., a farm equipment manufacturer in Hesston, Kan., explained the benefits telemarketing has provided his company.

"Before we implemented a telemarketing department into our operations, our field salespeople were spending the majority of their time with the dealers that were generating the most sales," he said. "The low-volume dealer wasn't getting anything more than a once-a-month visit from his field rep, and that was primarily just to audit his inventory."

Mr. Buller said the program helps not only in increasing support to low-volume dealers, but also will improve asset management and reduce overhead.

All of these modern marketing techniques will be played out against fundamental changes in the nation's agricultural structure, according to Mr. Edson.

Citing a study conducted by a committee of the Production Credit Assn., he said the number of small, private farmers will begin to increase by the end of the century, while the number of large, commercial farmers will decline.

However, the number of commercial farmers with a stronghold in the industry will get larger, Mr. Edson said.

In addition, the trend of migration to urban areas reversed in the 1970s, he said. Today, more people are moving to rural areas and setting up productive styles of life. Rural areas in general will begin to demand more community services.

"They aren't going to be the kind of sleepy communities we think of now when we think of small towns," Mr. Edson said.

As technology introduces new production techniques and increased management ability to farmers, their ability to increase their production with the same amount of resources will be enhanced.

Although in the past increased product yield has proved detrimental to prices for farmers, trends show that by the year 2000, farmers will be able to put a tighter control on supply and demand, according to the study.#

'New you' beauty pageant

(Continued from Page 3)

tivewear" rather than swimsuits. The tv finalists will be tracked periodically from the outset to see how they lost weight. A video capsule of each contestant's progress will be produced, and some will be used during the tv special.

Mr. Gutwirth hopes to book a major singer as the pageant entertainment plus celebrities as presenters and judges.

Marketers of diet soft drinks and low-cal foods are being approached as possible pageant sponsors. Mr. Gutwirth also is making presentations to cosmetics, fashion and automotive companies, and is lining up "an official airline."

Mizlou will sell 10 national minutes, while the stations will have eight local commercial minutes.

Mr. Gutwirth, a former director of special projects and marketing for ABC-TV who recently shed considerable weight himself, plans to publish a tie-in diet book.

Looking ahead to the 1986 pageant, Mr. Gutwirth said "The New You" may accept international contestants and include women 30 to 50 years old, and men as well.#

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Housewares push new features

By WENDY KIMBRELL

CHICAGO—Marketers at the 80th National Housewares Manufacturers Assn. exhibition here last week focused an array of new-product introductions upon a common philosophy: Consumers are willing to pay more for products with value-added features.

The aura of excitement prevailing among buyers at the show was led by small electric appliance marketers offering combination-product sets and extra amenities.

"There are so many marketers in the housewares industry offering new products, the only way to survive is to offer preemptive features offering additional value," said Carol Hubregson, marketing communications specialist at General Electric Co.'s housewares business division.

Kevin O'Malley, director of marketing programs at Allegheny International's Sunbeam Appliance Co., said, "Everything we see in consumer research says that consumers want value and they will pay more for value-added features."

Bissell's new Carpet Machine Plus, a new carpet cleaner, features an attachable upholstery cleaning head as an added convenience. "We've doubled the uses of the product for the consumer," said Jack Hughes, vp-sales. "The more uses you can give them, the more justification there is for them to own it."

The new cleaner, priced at about $160, is scheduled for distribution Sept. 15, supported by a dealer co-op tv campaign produced by Chickering & Associates, Grand Rapids.

Panasonic introduced an all-new Wet/Dry battery-operated, immersible women's shaver, as well as three extensions to its existing Mr. Whisk line of men's wet/dry shavers.

A tv campaign for the men's line will begin in November, with a 30-second spot themed "We often even amaze ourselves." Grant-Tandy Ltd., Toronto, produced the spot, and Ted Bates Advertising/New York, will handle.

Among the products debuted by North American Philips' Norelco consumer products division, in the largest collection of new-product introductions in the company's history, was a new six-item Travel Care Collection, featuring a fabric steamer, a dual-voltage spray iron and a selection of adapter plugs. The items—all compact—are sold individually, but come in a collection series for added convenience. The line is scheduled for fall.

"We think the customer is looking for unification as well as upscale features," said J. Richard Gonzales, vp-advertising. "Instead of just stressing individual products, we are stressing product lines."

Mr. Gonzales said the Travel Care Collection will be supported by a print campaign. He said the ad theme will be "For where ever you travel, home or away."

Mr. Gonzales also said Norelco will introduce five additional travel products at the October housewares show. McCaffrey & McCall, New York, handles all advertising for Norelco.

Norelco also showed its new nine-piece Satin Collection, a personal-care product line featuring a removable, washable intake filter on hair dryers and compact collection packaging, along with its Man Care Collection, a line of men's personal-grooming products.

Other new products with value-added features Norelco introduced at the show were its three new women's cordless electric razors; three new drip coffee makers featuring space-saving amenities; a rechargeable hand-held can opener, and a new Clean Up Machine that converts into a rechargeable flashlight.

Some marketers followed the lead of others that already have proven consumer demand for more features.

Scovill Inc.'s Hamilton-Beach division, for example, added 19 new products with value-added features to its small electric appliances lines, including three new under-cabinet coffee makers and an under-cabinet can opener. Those products will compete with GE's under-cabinet line, originally introduced in 1982. Its new Quik-Cup beverage maker that heats 12 ozs. of water in 90 seconds, will compete with Sunbeam's successful Hot Shot.

HB also showed such value-added items as a cordless electric knife; a new Popaire 5 gourmet corn popper, and four new blenders, including seven and 14-speed models with glass or shatter-proof containers.

Tom Albani, recently appointed group vp at Black & Decker's housewares group and formerly general manager at GE's housewares unit, said GE is concentrating on marketing and selling value, rather than just hardware.

"I have tried to be true to having no more fads or gimmicks in the products GE offers by placing more emphasis upon value," he said.

GE introduced 12 new appliances, including a travel dryer with an adjustable "telescopic" handle; a Soft 'n Curl Dry/Mist Curling Iron that helps prevent damage to the hair, and a slimline electric knife.

Adding hardware to new products, however, is not the only way to enhance their value.

Regina Co. introduced the new Regina Steemer Carpet Cleaner that consolidates all necessary cleaning functions into one compact unit for added convenience.

The item, with a suggested retail price of about $80, will be supported by a national tv campaign featuring two 30-second tv spots themed "Clean your carpets a whole new way," scheduled to be launched this fall. Grey-North here handles.

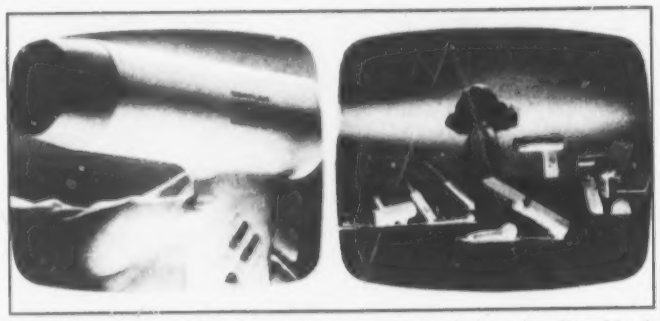
■ Libbey Glass, a Toledo-based marketer of table glassware, introduced a two-year "no-chip warranty" to guarantee its glassware against rim chippage when purchased at retail.

"Our research indicates that a consumer will be willing to pay more for a warranty," said Raymond Balbach, retail marketing manager.

For Farberware, value-added products are replacing rebate offers, according to a company spokesman. "We're building to enhance the item," he said. "When consumers see a rebate offer, they say to themselves, 'Gee, that's a nice deal, but I'll never send it in.'"

Instead, Farberware's new Mixer—the company's first entry into the standup mixer category—includes a stainless steel mixing bowl in its suggested retail price of $250. As a separate accessory, the bowl is sold to retailers for $30.#

Chicago reporter Janet Neiman also contributed to this story.



North American Philips Corp.'s Norelco division is boosting its ad budget 23% this year to $30 million. Norelco's new Satin Collection will be advertised with the slogan "So advanced, you'll never look back." Futuristic spots feature space suit-like fashions. A print campaign will support. McCaffrey & McCall, New York, handles all ads for Norelco.

Irons hot, heat up show

CHICAGO—Exemplary of the housewares trend toward value-added products was the hottest category at the show: Irons.

Dart & Kraft's West Bend Co. boldly entered the iron category with the debut of the FreeStyle cordless iron. Its heat supply comes from a separate 1,400-watt power rest base. The iron has a temperature light that alerts the user when the iron is at the desired temperature, as well as SilverStone coating and self-cleaning capabilities.

The product, priced at about $50, is scheduled for distribution in the fall, and will be supported with a tv and print campaign beginning in mid-November. Cramer-Krasselt, Milwaukee, handles.

Both GE and Allegheny International's Sunbeam Co. showed their automatic shut-off irons and travel iron/garment steamer combinations.

Sunbeam's electronic Monitor iron, which narrowly beat GE's Automatic Shut-Off iron to retail introduction earlier this year (AA, Feb. 20), will be priced at $67; GE's is priced at about $60. The GE product features an audible signal that beeps when the temperature selected by the user has been reached and when the iron has not been moved in 10 minutes.

Sunbeam's travel/garment steamer item, with dual voltage for international travel, carries a suggested retail price of about $27; GE's new Small Wonder travel iron/steamer comes with a storage pouch, an adapter plug for overseas traveling and a suggested retail price of $32.

Both companies also introduced additions to their light-weight iron lines, including a compact light-weight model from Sunbeam.

Print and tv, via BBDO, will support the new GE introductions in the fall.

Sunbeam plans to advertise only its Monitor iron, with a print campaign beginning next month. Burton-Campbell, Atlanta, handles Sunbeam.

Wesray Corp.'s Proctor-Silex unit did not introduce a new iron at the show, but Joseph T. Ianna, director of marketing, said the company hopes to have a new iron, probably a travel model, available in October.#—*W.K.*

Personal computer glut slowing sales

By BOB MARICH

LOS ANGELES—Though the personal computer market anticipates sharply increasing sales in 1984, there were signs at the Comdex trade show here of trouble on the horizon.

Personal computer retailers experienced soft sales in January and February, coming off a robust fourth quarter in 1983. Supply is growing so fast it may outstrip demand.

"We think everybody is glutted with inventory right now," Jack White, vp-sales at Columbia Data Products, told a press breakfast. Early indications are that volume perked up in March, he added. Columbia markets computers compatible with IBM's personal computer, which has the widest selection of available software.

Future Computing, the Richardson, Tex., computer-market research company, estimates personal computer sales in 1984 will reach $12.1 billion, a 57% gain over 1983. The 1984 sales break out to $9.4 billion for the office market and $2.7 billion for the home market.

Only IBM's personal computers (except the PCjr introduced in January) and Apple Computer's new Macintosh are selling out at retail, according to several sources.

In software, the high inventory also appears to be a problem.

William L. Coggshall, president of Software Access International, a software-market research company, told a seminar that a recent software convention was a dud because of excessive inventory.

IBM, finding its PCjr isn't selling out like the rest of its personal computer line, tried an intense 10-day ad blitz this month reaching outside traditional computer media, such as *Better Homes & Gardens*.

An IBM spokesman said PCjr advertising alone will match its over-all computer spending in 1983. Leading National Advertisers put that figure at about $26 million. Lord, Geller, Federico, Einstein is the agency.

Price-cutting later this year is widely predicted:

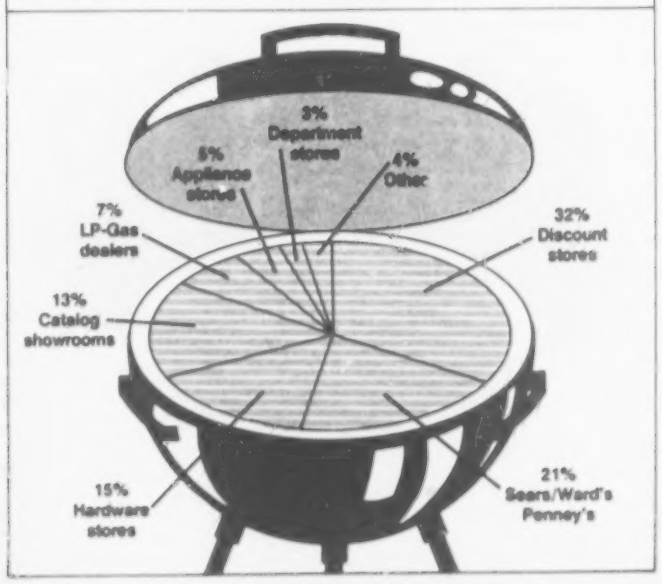
- New companies, mostly offering computers compatible with software of IBM's operating system, are crowding the market.
- IBM is expected to lower prices of its personal computer line to close the gap with IBM-compatible computers offered by other companies.

Computer company profits may suffer in the process, although production economies may ease the squeeze.

Richard Matlack, president of InfoCorp, a market researcher, predicted that in three or four years IBM will stop selling personal computers through outside retailers. He explained by then IBM "will have enough IBM product centers to cover the country directly."#

Barbecue grill sales by outlet

When it's time to buy a charcoal grill, consumers usually head to discount stores or large-volume retailers to make their purchase. And, more often than not, they buy the grill in April. Total sales topped $345 million in 1983, a 23.7% jump from 1981, when sales tallied $279 million. ***Source: Radio Advertising Bureau and*** **Merchandising.** ***Chart by Amy Palmer.***



West Bend decides to buy Precor

WEST BEND, WIS.—West Bend Co. has agreed in principle to acquire Redmond, Wash.-based Precor Inc., a marketer of exercise equipment, as part of its "strategic plan to develop a major presence in the fitness industry."

Precor markets rowing and running machines and exercise bicycles through specialty stores. Under the terms of the agreement, Precor will be run as an autonomous division of West Bend.

The current Precor staff will be maintained, and the company also will keep its own distribution networks.

West Bend entered the exercise equipment business last year (AA, Aug. 15), when it introduced the Total Gym exercise system.

New products the company was introducing at the National Housewares Manufacturers Assn. exposition last week included three sports stopwatches, a jogmeter and a pedometer.#

Nestle

(Continued from Page 1)

pany recently has turned to acquisition as an answer: The agreement with Hills Bros. follows two other recent purchases designed to strengthen the company's product lines in North America, an area estimated to make up 18% of worldwide business for Swiss-based Nestle.

Nestle recently completed its purchase of Chicago's Ward Johnson Co., which gave it six new candy brands. In addition, Nestle bought Canadian-based Goodhost Foods Co., a foodservice concern and marketer of ground roast coffee.

These acquisitions came as Nestle attempted to reinvigorate the performance of its U.S. coffee operations by improving existing brands.

With much hoopla, it reformulated Taster's Choice and Sunrise, giving both new packaging, flavors and bigger ad budgets.

Longtime Nestle watchers agree, however, that the Hills Bros. move indicates Nestle's acknowledgment that profitability—indeed, ultimate survival—in the U.S. coffee market requires a ground roast entry, not just new and improved instant products.

Although Hills Bros. is far from a giant marketer—it has 7.4% of the 1983 ground business, compared with 31.6% for General Foods and 24.2% for Procter & Gamble—its brand has a solid, slowly mounting franchise, particularly among upper-income, middle-aged women who covet its quality-taste image.

"This is a very smart acquisition for Nestle," said Jack Salzman of Smith, Barney, Harris, Upham in New York. "Hills Bros. has a very fine reputation, and acquisition was probably the best way for Nestle to get into the ground business.

"It's not that the technology [for making ground coffee] is esoteric, but because coffee is such a high-profile, commodity-type business, you can argue that it's smarter to buy a good brand, rather than to try to develop a new ground."

For its part, Nestle's share of the instant coffee business has declined consistently since it peaked in 1979 at 33.5%, according to figures compiled by John Maxwell, a beverages analyst with Lehman Bros. Kuhn Loeb.

Furthermore, according to one well-placed source, during the middle to late 1970s, Nestle became seduced by soluble coffee growth rates and badly misjudged that category's momentum.

In recent years, the growth of soluble coffee, which includes freeze-dried varieties, has slowed. Consumers have turned more and more to ground roast as a means of saving money.

At the same time, ground roast's popularity has grown with the development of Mr. Coffee and other such taste and time-saving coffee makers.

Both Hills Bros. and Nestle executives stress that the Hills Bros. name, staff and marketing team will remain intact once Nestle exercises its option to buy in early 1985.

However, it is not clear whether Nestle will opt to use Hills Bros. plants to manufacture ground versions of any of its key existing brands—Nescafe, Taster's Choice and Sunrise—or develop a new ground entry with a new name.

Nestle will also probably support several forays Hills Bros. has made into new markets, particularly its Hills Bros. tea bag, currently in test-market.

In a move that startled many observers, Nestle recently moved into Dallas with its own tea bag, previously in a limited test that reportedly was disappointing at best.

In addition, Hills Bros. has been experimenting with a hot cocoa mix (AA, Oct. 3) and an aspartame-sweetened version of its instant flavored-coffee line (AA, March 26). The company has also expanded into retailing, with the opening of Hills Bros. Imported Coffee Exchange, a gourmet coffee cafe in a San Mateo, Cal., shopping mall (AA, Oct. 17). The cafe is a prototype that Hills Bros. has been evaluating for possible further duplication and expansion.

Nestle is bound to back Hills Bros. with substantial distribution and marketing clout. One of the first items on the agenda, analysts predict, will be a commitment to smooth out Hills Bros.' distribution, which is national by definition but strong only in certain Midwest and West Coast pockets.

Hills Bros. president Ned Dean, one of the five investors who bought the company only four months ago from its Brazilian-based parent of eight years, Corersucar, said the company is evaluating its advertising and promotional program, but declined to be specific. He said Wells, Rich, Greene/West, Los Angeles, would continue as Hills Bros. agency.#

Gremlin licensees sign up

Licensing Corp. of America, a Warner Communications unit, is planning "Gremlins" merchandise boutiques in retail outlets for the back-to-school and pre-Christmas seasons.

But that's just for starters. The following is a list of licensees for "Gremlin" products:

BACK-TO-SCHOOL

ADI: Pencil cases, rulers, book covers and memo pads.

Aladdin Industries: Lunchboxes.

Licensing Corp. of America: Merchandise boutiques.

Al Nyman & Sons: School bags.

TOYS, GAMES, CHILDREN'S ITEMS

Atari Inc.: Videogames, coin-operated games and computer games.

Wallace Berrie Inc.: Dolls.

Coleco Industries: Inflatable pool toys and ride-on vehicles.

Colorforms: "Gremlins" in its Lazer Blazers line of holographic stickers.

Ben Cooper Inc.: Halloween costumes.

Disneyland/Buena Vista Records: Records and storybooks.

International Games: Card game based on the movie's story line.

LJN Toys: "Gremlins" collectibles, windup toys, figures and play sets.

Nelsonic Industries: Clocks and watches.

Western Publishing Co.: Children's books, coloring and activity books, board games, puzzles and a one issue comics book.

(General Mills' Kenner Products is said to be interested, but LCA's list thus far does not include it.)

APPAREL

Bates Nitewear: Girls' sleepwear.

BBC International: Footwear.

Lee Bell

Mayfair

McCall's Pattern Co.

Union Underwear Co.: Men's and boys' t-shirts, jersey and Underoos.

PRINT

Avon Books: Novel.

Ira Friedman Inc.: Souvenir magazine (distributor Kable News Co. said it will hit newsstands and theaters on June 12, to coincide with the film's bow, although there are hints that date may be advanced to June 8).

OTHERS

Bibb Co.: Pillowcases, sheets and curtains.

Hallmark Cards: Greeting cards, party goods and adult posters.

Sheaffer Eaton Textron: Refillable Kaleidoscope ball-point pens.

Topps Chewing Gum: Trading cards and stickers.

Turtle Wax: Air fresheners.#

Making of a market-buster

(Continued from Page 1)

it as a pet.

A pop-up promotional piece prepared by Warner Communications' Licensing Corp. of America confirms these peculiar characteristics. The piece features the box from which the creature appears and says that Gremlins shouldn't be fed after midnight, no matter how much they plead. This would make them "dangerous," the popup says.

The main hero of the small creatures, according to some sources, is Gizmo, described as "lovable," "warm" and "wonderful."

Gizmo will star among the Softies plush doll line produced by Hasbro Industries, which had omitted "Gremlins" product shots from its 1984 toy catalog.

Still other sources described "Gremlins" as small animal-like Jekyll & Hyde creatures—gray and cute when good, but green, carnivorous monsters when evil. These sources say that in appearance the two versions of these characters contain elements of the E.T. being, Ewok and Yoda from "Star Wars" and Oscar the Grouch from "Sesame Street."

Officials at Licensing Corp. of America are keeping mum about the movie. Len Reiter, director of marketing, declined to confirm or deny whether Gizmo is in fact a "Gremlins" character.

But Mr. Reiter did say that 50 companies have been signed up for tie-ins, 40 in licensed merchandise and 10 in promotional linkups. The total stood at 30 near the start of the year.

The 10 companies planning promotional links with "Gremlins" will spend about $20 million to advertise their various sweepstakes and other promos, he estimated. These will include Procter & Gamble, Scott Paper Co. and Ray-O-Vac, which also has licensed "Gremlins" for use on flashlights and other lighting devices.

All told, "Gremlins" shapes up as the strongest new film in the number of tie-in commitments, the pursuit of which actually began about a year ago, sources said. Most of the products are targeted to the youth market in the mode of "E.T." and "Star Wars."

Mr. Reiter would not discuss the royalty fee arrangement for "Gremlins" beyond saying it is near the industry norm (generally 5% to 6% of sales). Some sources recalled that Mr. Spielberg had sought an "outrageous" 15% on "E.T." product once that emerged as a blockbuster.#

View-Master ties to video

PORTLAND, ORE.—View-Master International Group has licensed material from Michael Jackson's "Thriller," believed to be the first music video to inspire product tie-ins.

The company's Talking View-Master reel set will feature 21 3-D stills from "Thriller," plus about seven minutes from the sound track, according to Arnold Thaler, president, View-Master.

The company's 1984 line, also including scenes from the "Gremlins" and "Dune" films, will get tv support.

Meanwhile, Vestron Video, Stamford, Conn., said its "Making Michael Jackson's 'Thriller'" has topped 225,000 videocassette copies sold (and $7 million-plus in revenues).#

Overseas tourism effort revived

WASHINGTON—The government's overseas tourism ad program is scheduled to be revived this year, but the size of the assignment is still uncertain.

Some estimates say the revived campaign will be in the $2 million range. However, this depends partly on a fight now under way in the House appropriations committee to prevent this year's tourism agency operating budget from being reduced from $12 million to the $8.6 million recommended by President Reagan.

Travel agency witnesses who appeared before the committee last week stressed the recent decline in foreign visitors to the U.S.

Officials of the Travel and Tourism Administration, a Department of Commerce agency, say they are willing to divert funds from other activities to get back into advertising this year, but their plans will have to be scaled down if Congress doesn't respond to the drive to keep the current agency funding.

For almost 20 years, the scope of the overseas tourism program varied widely. It was terminated by Carter administration budget-cutters in 1979. At that time it had shrunk to $2 million in six markets, with four agencies sharing the account.

Notice has already been published that the selection process for a new agency is under way, and prospective bidders have been advised to request a solicitation package from the special projects division of the Office of Procurement, Department of Commerce.

Agencies on the account when it folded in 1979 were Young & Rubicam (Mexico, Japan and the U.K.); Baker/Lovick Ltd., Toronto (Canada); J. Walter Thompson Co. (France), and Slesina-Bates (Germany).#

Ayer favored for Army bid

WASHINGTON—While there is still the possibility of a dark horse, N W Ayer seems to be home free to be renewed as agency for the $75 million Army recruiting account.

In response to recommendations from the American Assn. of Advertising Agencies, the Army has tried to make the account more attractive by offering a five-year contract package, instead of three years as in the past. But it does not appear this inducement has made a difference.

Only three other agencies showed up for the bidders' briefing meeting last month. On the eve of the April 20 deadline for bidders, none has stepped forward to record its intention of making a serious challenge.

Dancer Fitzgerald Sample, the only challenger when the account was reviewed in 1981, has said that even though it attended the briefing it will not compete this time. NH&S/USA's Washington office, which has the National Guard account, was also at the briefing, but has opted to pursue the $10 million-plus Navy account held by Ted Bates Advertising.

Young & Rubicam, which has been a contender in the past, created the impression last week that it does not feel comfortable with what it learned at the briefing. Y&R also abstained in 1981.

Though officially "undecided" about its intentions, Y&R said it has analyzed the Army's compensation system and informed the Army that the reason no one had competed for its account, despite its size, is because only the incumbent has an incentive to compete. The Army account reportedly supports more than 100 Ayer staffers.

Ayer has had renewals every three years since 1967. In the mid-1970s there were charges of favoritism, but Ayer was cleared by the Defense and Justice Departments.

The Army retained consultants to review its selection process, but was embarrassed when DFS was the only challenger in 1981.#

Ford/Europe: JWT not shaky

DUESSELDORF—Ford Motor Co. has denied that its Ford of Europe account, assigned to J. Walter Thompson Co., might be vulnerable following the surprise departure of chairman Edward J. Blanch from Ford of Europe two weeks ago.

Last summer, the bulk of the $45 million Ford of Europe account was considered ripe for a move to Ogilvy & Mather International, but Ford stuck with JWT.

The year before, JWT moved a high-powered team from Frankfurt to London to work more closely with Ford of Europe headquarters, and some sources said that helped save the account.

Young & Rubicam is also known to be interested in the account. After losing the Talbot-Peugeot business two years ago, the agency is open for an international car account.

Sources said the fate of the account could now depend on who is appointed to replace Mr. Blanch, who is retiring.

After Mr. Blanch's departure was announced, Ford of Europe president James A. Capolongo was named to coordinate all Ford of Europe operations, but the post of chairman remains vacant.

Some sources speculated that Daniel Gouedeviert, Ford of Europe's chief executive officer in Germany, might fill the vacancy, but others disagreed.#

Shop now Wunderman West

LOS ANGELES—Young & Rubicam Direct's office here has changed its name to Wunderman West, a move meant to strengthen its ties to sister Wunderman, Ricotta & Kline, the world's largest direct-response agency.

This isn't the first time the Los Angeles-based agency has made such a switch. After opening in 1981 as Wunderman, Ricotta & Kline West, the then-small office of the New York-based agency opted to change its name to reflect its relationship to its better-known parent, Y&R.

"Two years ago it made sense to link our name with Y&R, which has a strong presence in the West," explains senior vp-managing director Clare N. Thain. "But things change."

The agency's billings have now increased to a healthy $19 million-plus.

Having established a name in its own right, Mr. Thain argues, the agency now wants to position itself at the forefront of the direct-marketing industry.#

C2710-4/24/84

Foreign agency income report: Begins on Page 57

Advertising Age

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$1.25 a copy; $52 a year | The International Newspaper of Marketing | April 23, 1984

Ad Age moves to twice weekly

Buy one, get one free.

Double your pleasure, double your fun.

Transcending those familiar sales pitches, this week Advertising Age enters a new era by doubling its frequency and, at age 54 years and three months, becomes a twice-a-week newspaper. The process of dividing AA's many features between a Monday edition and a Thursday edition means that AA will now be able to carry more and later-breaking news stories than ever. With the torrent of business, marketing and advertising news steadily increasing, the new Thursday edition that makes its debut April 26 becomes the vehicle that enables us to deliver four more pages of news from all corners of the U.S. and correspondents around the world. As AA becomes more essential and urgent, the Thursday news package, with a heightened emphasis on important regional news, will accompany the popular Magazine and special report sections. It all starts this week.

Upfront buys hit early; news, daytime hottest

By CRAIG REISS

New York—The upfront network selling season will be fast and furious this year, breaking as early as late May instead of the traditional early July timing.

Daytime and news dayparts are expected to move before prime time for the first time in memory.

That is the conclusion from a random survey of advertisers and ad agencies, which also predicted that increases in cost-per-thousand rates for network upfront prime time will come in no higher than 10% and probably in the high single-digit percentages.

That anticipated increase is lower than network rate increases during the past three years.

These sources, none of whom would speak for attribution, noted several factors that will help hold the line on network pricing for the 1984-85 broadcast season. The most obvious was the absence next season of Olympics and political convention coverage that helped shrink network inventories last February and will do the same this summer.

As happens every four years, these events tip the scales of supply and demand.

Also, the advertisers said the huge sums of ad dollars committed to the Olympics this year will not necessarily be re-expressed as regular network spending next season. As a result, total available revenues may drop as inventory increases.

Furthermore, the increased in-

(Continued on Page 116)

Gillette diverts ad dollars to syndication

By GAY JERVEY

Andover, Mass.—In reaction to ever-increasing network tv costs, Gillette Co. plans to continue siphoning funds earmarked for that medium elsewhere, with syndication emerging as a key resource for the consumer products giant.

News of this direction surfaced during an interview of a top Gillette executive following the company's annual meeting here last week. The remarks, by Thomas Ryan, vp-advertising services, Gillette North America, followed comments by Milton Glass, Gillette vp-treasurer, in response to a question posed during a meeting of securities analysts following the annual meeting.

"This [the spiraling cost of network tv] is a big problem for us, one that we're trying hard to solve," Mr. Glass said. "We're looking more into print, cable and doing a lot of research and experimentation. Gillette is in the forefront of a movement to examine these issues carefully."

In elaborating on Gillette's fears, Mr. Ryan said: "There is a general concern among many large advertisers who have separately talked to the networks. A number of us are exploring other advertising [avenues]."

One of the avenues Gillette and other major advertisers explored over the past year is having several advertisers combine to be backers of syndicated packages offered by the major Hollywood studios and other production companies.

According to a source who attended advertiser meetings with the studios several packages were offered, but none worked. The advertisers could never reach an agreement on

(Continued on Page 116)

A new ad campaign from the leader aims to separate it from the pack of "look-alikes."

Moosehead charges ahead

By GAY JERVEY

New York—Although the Canadian woods seemingly are crowded with Moosehead look-alikes, All Brand Importers' concern about their possible impact on the brand's dizzying U.S. success is not so great that it would risk tampering with marketing and advertising strategies.

As the U.S. importer of Moosehead, All Brand is furthering the Moosehead juggernaut by kicking off a $6 million multimedia campaign that represents a 20% budget increase over 1983.

The campaign by Bloom Agency will continue to stress Moosehead's family-run heritage, rather than confront what it calls its "look-alike" lager competitors—Miller Brewing's Calgary, Van Munching & Co.'s Grizzly and the smaller Yukon Gold, Trapper Canadian and Nordic Wolf brands.

"To some extent, they're all 'look-alikes,'" said Paul Lohmeyer, president of All Brand, a Nabisco Brands subsidiary. "The

(Continued on Page 115)

NEWSPAPER
AA
DC2001#CONGLI
CONGRESSIONAL INFO SERVICE
SP1 ACQUISITIONS
4520 EAST-WEST HWY #800
WASHINGTON DC 2001#

Shulton's UltraSwim opens haircare lane

By PAT SLOAN

American Cyanamid's Shulton division will dive into the $2 billion-plus haircare market next month with UltraSwim anti-chlorine treatment products, a line that could open up a free lane for the company in the highly competitive market.

Shulton will support its entry, which includes soap, shampoo and conditioner, with the equivalent of an annualized rate of $8 million in print, tv and radio. Additionally, there will be nearly 200 million cents-off coupons distributed through newspapers and magazines.

Magazine ads break in May; network and cable tv, plus network radio spots, will begin with the Summer Olympics in July.

UltraSwim's positioning is neatly defined in ad copy from Ted Bates Advertising/New York, which says, "Swimming is good for you. Bad for your hair." That's followed by the UltraSwim solution:

(Continued on Page 118)

last minute news

Miller rolls Best beer with 'old time' campaign

Milwaukee—Miller Brewing Co. this week backs the national rollout of its Milwaukee's Best economy-price beer (AA, Feb. 13) with a tv and print campaign themed "Old time quality, old time price." Network tv spots break April 28 on USFL, NBA playoff and Pro Bowler Tour telecasts. Ads say the beer is a product of A. Gettleman Brewing, Milwaukee, which Miller purchased in 1961. Backer & Spielvogel, New York, is the agency.

Nabisco's Baby Ruth applies for Culture Club tie

New York—Nabisco is negotiating for a tie-in with Culture Club, the rock group starring Boy George. The deal reportedly would involve a tour sponsorship by Nabisco's Baby Ruth candy bar. Ed Griles, vp-development at Ohlmeyer Communications, an affiliate of Nabisco said, "There are discussions going on to that effect."

(Continued on Page 8)

Women's segment reborn

Gillette struts its Satin Legs

By PAT SLOAN

Women's shave creams may have flopped many years ago, but health & beauty aids marketers apparently believe their time is now.

In fact, industry executives are forecasting a $60 million to $80 million retail market by 1985.

According to trade sources, Gillette Co., a major player in men's shave creams, has completed its concept tests for a new entry called Satin Legs (AA, March 5) and is preparing a national introduction heralded by a substantial sampling program.

A spokesman for the Boston-based company declined comment.

Additionally, Elizabeth, N.J.-based drug wholesaler Selby Drug Co. recently set up a new division called House of Degas to introduce a number of pharmaceuticals and health & beauty aids. The first of these, says director of marketing Frank Schmitt, is a moisturizing shave cream named Peau de Soie.

Peau de Soie is now completing a national rollout but its distribution is still somewhat spotty. Mr. Schmitt states that it is getting into more stores on the West Coast and in the Midwest than in the Northeast. The company is acting to shore up distribution in that region, however, and has just taken on a new broker.

The main competition of these new products comes from White Laboratories' Soft Shave.

Introduced several years ago, the product can be credited with reviving interest in the category, which Mr. Schmitt believes failed in the 1970s because the original products were poorly packaged and there was no advertising. "Plus, I think the idea was just a little before its time," he adds, noting that he was in retail management with the Walgreen's drug chain when Clairol introduced Ultra Smooth, S.C. Johnson & Son brought out Crazy Legs and Helene Curtis tried Shiny Shins—all failures.

These three marketers are not among those Mr. Schmitt says are now interested in the category. But in addition to Gillette, he said, the

(Continued on Page 118)

Introducing LA brand from Anheuser-Busch.

Here's why it's not just another beer:

A premium pilsner beer with one slight difference.
Why a beer with only half the alcohol?
Now you have a real beer choice. Anytime.
All the taste of our regular beers.
with only half the alcohol.
How we take out half the alcohol and leave in all the taste.
LA. A whole new brand of beer enjoyment from Anheuser-Busch.
For the way you live today.
LA
LA
For the way you live today, LA.

'Light' all over again

Despite legal disputes over the use of the term "LA," beer marketers are going ahead with introductions of their low-alcohol brands, including Anheuser-Busch, which is testing its version in 12 cities. *(See story, Page 115.)*

Advertisers cool to fall USFL plan

By ROBERT RAISSMAN

While some U.S. Football League owners are anxious to meet the National Football League head-on in fall 1987, advertisers are skeptical, claiming the strategy offers them little and will only add to the glut of fall sports programing on tv.

In its present form, the USFL offers advertisers live professional football in spring, when sports programing is restricted to college and some pro basketball, as well as golf. Moving it to the fall, advertisers say, would take away a major reason for using it as an ad vehicle.

"We would have to take a real hard look at how we would perceive an additional sports franchise in the fall," said Duane Kell, senior vp-director of broadcast media, Campbell-Ewald, the agency for several major sports advertisers, including Chevrolet. "It might be an either-or decision. We wouldn't preclude it if it went to the fall, but it probably would be a coin flip over USFL versus something else based on price and performance."

Another executive was a bit more direct in assessing the situation. "We think there is plenty of Sunday football to choose from right now," he said. "I have a feeling that everybody is going to lose because it will just add to the proliferation of football in the fall."

While the USFL has received respectable ratings and attendance figures and has recruited the cream of the crop of college football players going pro, it now seems to face some problems.

A few players have announced intentions to make a reverse jump back to the NFL, and there is a perception that talk of the schedule move to fall, spearheaded by New Jersey Generals owner Donald Trump, has not been well thought out.

And Steve Young of the Los Angeles Express, football's highest-paid player, was quoted last week as predicting the NFL would eventually pick up four or five strong USFL teams, effectively crippling the new league. Later, Mr. Young apologized for the "negative" tone of the comments.

Still, the USFL owners are serious. Sources said that if a vote were taken several weeks ago, 12 of the 18 owners would have voted in favor of the switch.

But among the unanswered questions: When does

(Continued on Page 120)

RCA corporate goes to Needham

By STEWART ALTER

NEW YORK—RCA Corp., intending to reenter the corporate advertising arena, has switched ad agencies. The account, which had been dormant at Ted Bates Advertising/New York for a couple of years, has been moved to Needham, Harper & Steers/USA.

The decision to revive the corporation's image advertising is unrelated to RCA's announcement two weeks ago that it no longer would market videodisc players, said Thomas B. Ross, senior vp-corporate affairs. Neither does it reflect any unhappiness with Bates, he said.

"We have new management and they've been developing new strategies for the corporation. As part of that, they felt there was need," Mr. Ross said.

That new management includes Robert Frederick, who joined as president 18 months ago, and Thornton Bradshaw, chairman for about three years. Under Mr. Bradshaw, RCA has refocused its growth on its three main business segments—electronics, communications and entertainment.

Advertising is not likely to begin before fall, said Mr. Ross. He would not discuss budget plans or the scope of the campaign. While it definitely will include business publications as an initial effort, Mr. Ross said there was no decision on whether to expand to a large-scale tv campaign.#

highlights

Monday, April 23, 1984

Fuji Photo Film Co. will continue its battle against Eastman Kodak next month, when it launches the largest ad campaign in the company's history. *See Page 6.*

Adolph Coors Co. moved its superpremium Herman Joseph's brand into test in the Southeast with new packaging and advertising. *See Page 10.*

Prescription drug ads on tv are more effective than magazine ads in conveying product and risk information, according to the Food & Drug Administration's test of consumer advertising. *See Page 37.*

General Motors Overseas Distribution Corp. is off and running in its maiden attempt to market non-U.S.-made vehicles overseas. *See Page 44.*

CORPORATE CLOSEUP

Tree Top, the nation's leading apple processor, knows well that the market is no longer as bright as it used to be. But this grower cooperative has begun to take steps it hopes will bring bottom-line results more characteristic of the Red Delicious apple—large and sweet. *See Page 4.*

INTERNATIONAL

U.S. consumer magazine publishers have a gleam in their eyes these days when they talk about foreign markets. As profitability in the U.S. has dwindled, many publishers that for years refused to license their magazines overseas now are doing an about-face. *See Page 55.*

Playboy Enterprises, struggling with a faltering flagship publication in the U.S., is turning to foreign markets for help. The company is talking with nine publishing groups in the U.K. about licensing *Playboy* for the first time in Britain. *See Page 55.*

At a special meeting of the International Advertising Assn. held earlier this month in New York, the people who shape the images of European heads of state expressed their belief that President Reagan is mismanaging his image in the U.S. *See Page 56.*

VIDEOTECH

Based on sketchy descriptions of series pilots that the networks are developing for the fall, a report by FCB Telecom issued last week deduces that the networks' new series, rather than gambling on innovation, will take their cues from what has worked in prime time during the 1983-84 season. *See Page 88.*

Miniseries will be the focal point of prime time combat by the networks during the May sweeps. *See Page 93.*

COMING THURSDAY IN *Magazine*

The marketing phenomenon pervades our lives. It has become an expected part of American life and an expensive one—as shown by the expenditures of the 100 leading national advertisers in 1982 as reported by ADVERTISING AGE: $17.1 billion.

Business Press: This specialized segment of the publishing world is going strong after a slack year in 1983. It's gaining readers, advertising pages and financial success. *In special report.*

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FIGURES TO FILE

ADVERTISING PAGES IN APRIL
CONSUMER PUBLICATIONS 97

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Rubbermaid into toys via Little Tikes

By JANET NEIMAN

Rubbermaid Inc. is hoping its consumer plastics business will mature through the acquisition of Little Tikes, a national marketer of durable-plastic toys.

Rubbermaid, the $436 million marketer of plastic housewares and shelf and decorative coverings, said last week it agreed to purchase the Macedonia, O.-based Little Tikes for an undisclosed amount.

Little Tikes, a privately held company with $43 million in sales last year, markets traditional molded-plastic toys for preschoolers. Its indoor items include ride-on and pull toys and blocks; its outdoor line includes swimming pools and swing sets.

The company's principal competitors are marketers of high-quality, traditional toys, including Quaker Oats' Fisher-Price line and Milton Bradley Co.'s Playskool.

The acquisition represents Rubbermaid's first move into a non-housewares-related consumer business. But its entry into the toy industry might have been on the burner for a long time.

More than two years ago, Rubbermaid executives said infant toys

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